

Quality Development on the Coast: Parkwood Modular Buildings



Award-winning local business, **Parkwood Modular Buildings**, is leading the way in sustainable and innovative modular building design, with construction of prefabricated homes and granny flats in their state-of-the-art Somersby complex being delivered to locations across NSW.

As we look for innovative solutions to help solve our growing affordable housing crisis, we caught up with Founders and Co-Directors, **John and Jacky McDougall**, about the social, economic and environmental benefits modular buildings are bringing to all walks of life.



Wagstaffe

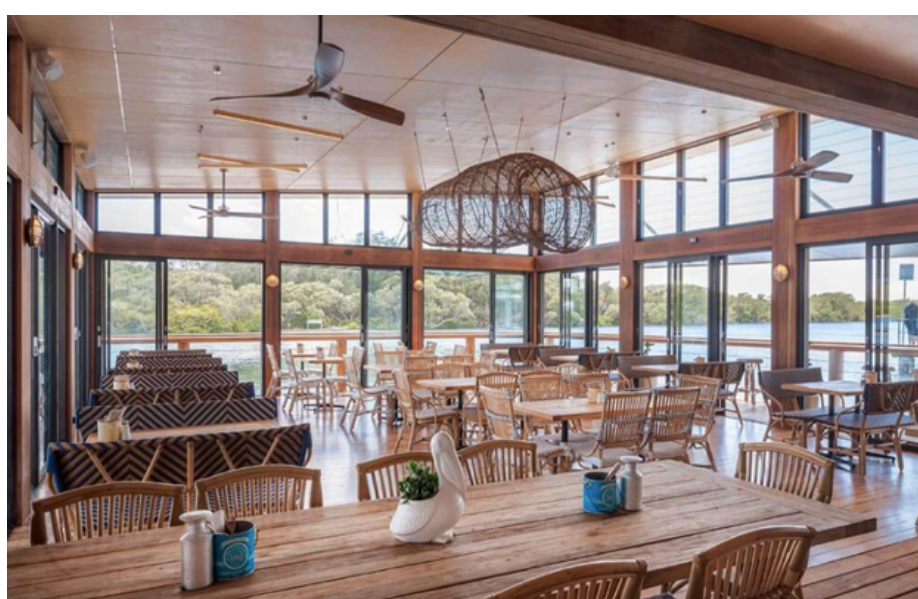
Established in 1988, Parkwood builds all its homes in a high-tech, purpose built complex in Somersby. What led you to set up your operations on the Central Coast, and what benefits do you think this location offers your business?

Jacky: Our Somersby location near the entrance to the M1 gives us fast and easy access to Sydney, as well as direct highway access to the north and west of NSW.

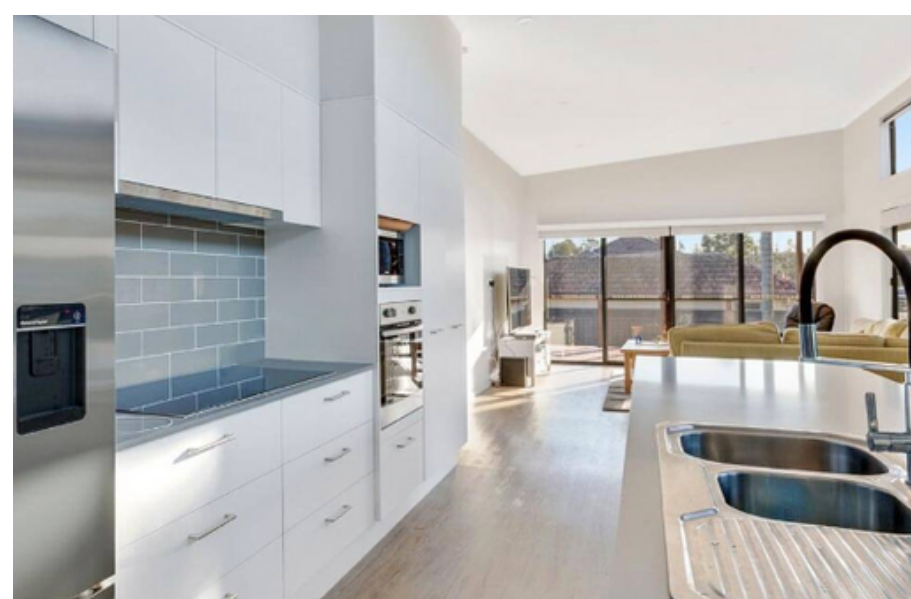
The Central Coast also offers a quality and abundant trade workforce, with proximity to multitudes of materials and products. In addition, there's a high demand for expansion into local housing markets and villages.

With over 3,000 homes already constructed, you've got years of experience behind you. Can you tell us a little bit more about how you got into building modular homes?

John: As the son of a builder, I grew up around building sites and after getting my degree, worked with some of the big names including Mirvac and Concrete Constructions.



Woy Woy Fishermans Wharf



Davistown



Somersby Paddock

Jacky: My Dad started a large caravan manufacturing business in Liverpool, Viscount Caravans, and in 1980, joined with the largest mobile home builder in the United States, Fleetwood, to develop modular housing from his Liverpool factory.

Viscount and Fleetwood applied a moving production line, common to the car industry, to produce affordable housing like dad had witnessed in England after WWII.

This was a new concept in Australia, and they needed a licensed builder conversant in NSW building regulations for this market, which is where we stepped in. Together we developed a process that cleared compliance with local councils to gain certification for buildings that had been built offsite.

When my father retired, we took the opportunity to move to the Central Coast due to its more affordable manufacturing land and available skilled workforce, and between Sydney, the Mid-North Coast, Newcastle and the Hunter Valley, we positioned ourselves to catch a new affordable housing market that has been 35 years in the making.

You offer granny flats, which are now being touted as a potential solution to help address our national housing shortage.

Do you agree that granny flats are a viable solution to help address this growing problem?

Jacky: Absolutely. There is an ever-increasing demand for this kind of accommodation for our ageing population and people with growing families. Granny flats can also help maximise potential earnings for residents, as well as offering quality, affordable accommodation to suit a range of different living needs and situations.

In your opinion, is enough being done by planning authorities to streamline the approval process, so that as many property owners as possible can house secondary dwellings?

John: NSW is lagging behind many of the other states (in particular Victoria and Queensland), in its regulations for modular homes that are constructed offsite.

Finally, in the wake of our growing housing crisis, the government is realising the benefit of this type of construction, from smaller structures to high-end homes, and we look forward to the proposed changes to planning policy being introduced throughout NSW.



Copacabana



Tumbi Umbi



Glenworth Valley

You've spent more than 30 years at the cutting edge of your industry and specialise in producing affordable, innovative designs. Can you outline some of the key methods Parkwood uses to minimise the impact on the environment?

Jacky: Modular construction aims to remove the majority of construction activities from the end site, minimising the impacts at the site and throughout the neighbourhood.

Within our controlled factory environment, we can analyse the inputs and outputs of the construction process and by doing so, we gain efficiency in a highly supervised repetitive construction process, where similar materials are used for the construction of multiple products.

Modular buildings are constructed using a continuous production line where trades are on hand to save time and money, and by building in this way, we're significantly reducing the impact of construction on our environment.

It goes without saying that costs can quickly add up on traditional construction projects. How does your production line methodology help to reduce the cost of construction, labour and materials?

Jacky: Our production line methodology and simplification of the construction process to controlled, repetitive activities where labour and materials can be monitored, allows us to reduce the cost of construction, while increasing quality assurance in the making of the building module.

When it comes to building a home, off-site construction has gained increasing acceptance as the way of the future, with the cost savings, faster delivery times and minimised delays proving very attractive.

Whether it's their first home, forever home or an additional space to rent out, what are some of the other benefits to building this way?

John: What sets us apart from an onsite construction builder is ...just that! We build offsite and undercover in a modern, efficient, purpose-built facility. So, wet weather is not a consideration that impacts the construction process. Our homes can be structurally complete and weatherproof within days.

The tiling of kitchens and bathrooms is completed before delivery, with site inspections, council approvals and a full design and construct service all making it easy for your future home to become a reality, with minimal impact to your daily life during the construction process. We take care of everything for you.



2019, MBA Award: Best Home Under \$500,000



2018, MBA Winners: Fishermans Wharf Project



The Parkwood Team, Circa 1989

Dry storage and construction areas, smart material handling and a consistent, experienced workforce are good foundations for any project. This allows us to maintain the highest standards of quality control at every stage of production.

Unlike conventional housing, Parkwood homes are built to withstand the stresses of transportation, exceeding the standards of typical site-built homes. You get quality construction with a superb standard of workmanship, innovative, creative designs and fantastic value.

You're a six-time Housing Industry Association (HIA) and Master Builders Association (MBA) award winner – in fact, the HIA awarded their first-ever prize for manufactured homes to Parkwood!

What does it mean to be recognised for your work, both locally and further afield?

Jacky: Of course, we are very proud of what we have achieved and how the construction market has recognised our contribution, and these awards are fantastic recognition of this.

However, we are always striving to meet our clients' and the markets' constantly changing shift in style, products, and materials, and to do this we need to be continually innovating to always stay ahead of the game.

What do you want Parkwood Homes to be known for?

John: When you think of transportable, modular or kit homes, then Parkwood is the answer.

Flexibility and choice are what we're all about. We allow a versatility of style to suit everyone's taste and the flexibility to provide an affordable solution. It can be our design or yours.

With a Parkwood home, you are assured of a safe, durable, low maintenance and comfortable home, as we leave nothing to chance. No wonder the Housing Industry Association awarded their first-ever prize for manufactured homes to Parkwood!

Just like our symbol, Parkwood is solid, sturdy and getting stronger every day.

Our offsite builds in a modern, efficient, purpose-built facility means we can provide a specialised building to meet any requirement...big or small.

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